



06-30-2003



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U.S. DEPARTMENT OF COMMERCE

SHEET

Patent and Trademark Office
Docket No. 058788-2500

To the Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of Conveying party(ies): Koret of California, Inc. <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Other California Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies): Name: Kellwood Company Street Address: 600 Kellwood Parkway Chesterfield, Missouri 63102 <input type="checkbox"/> Individual(s) citizenship: _____ <input type="checkbox"/> Association: _____ <input type="checkbox"/> General Partnership: _____ <input type="checkbox"/> Limited Partnership: _____ <input checked="" type="checkbox"/> Corporation-State: _____ Delaware <input type="checkbox"/> Other: _____ Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: June 19, 2003			
4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>78/256,027</u> B. Registration No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
5. Name and address of party to whom correspondence concerning document should be mailed: Rochelle D. Alpert Morgan, Lewis & Bockius LLP One Market Spear Street Tower San Francisco, CA 94105		6. Total number of applications and trademark registrations involved: 1 7. Total fee (37 C.F.R. § 3.41): \$40.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account, referencing Attorney Docket: 058788-2500 8. Deposit account number: <u>13-4520</u>	
The Commissioner is hereby authorized to charge any fees under 37 C.F.R. § 1.21 which may be required by this paper, or to credit any overpayment to <u>Deposit Account No. 02-3950</u> .			
DO NOT USE THIS SPACE			
9. Statement and Signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Name: Carla B. Oakley <u><i>Carla B. Oakley</i></u> June 19, 2003 Signature Date Total number of pages comprising cover sheet, attachment and document: 2			
Mail documents to be recorded with required cover sheet information to: Director of the United States Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450			

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TRADEMARK
REEL: 002766 FRAME: 0634

ASSIGNMENT OF TRADEMARK

Whereas, Koret of California, Inc. ("Koret"), an California corporation, located and doing business at 505 14th Street, Oakland, California 94612, intends to use the mark BELIZA in commerce and has filed an application, assigned serial number 78/256,027, indicating that intention but has not yet filed an allegation of use under Sections 1(c) or (d) of the Trademark Act, and,

Whereas Kellwood Company ("Kellwood"), an Delaware corporation and the parent corporation of Koret of California, Inc. located and doing business at 600 Kellwood Parkway, Chesterfield, Missouri 63102, is desirous of acquiring the BELIZA trademark and the pending intent-to-use application filed for the mark BELIZA, Serial No. 78/256,027 and that portion of the business of Koret to which the application pertains;

For good and valuable consideration, receipt of which is hereby acknowledged, Koret assigns to Kellwood all its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the BELIZA Mark, and the application for the Mark. This assignment includes the right to sue and recover damages for past and future infringement of rights in the BELIZA Mark and to bring any proceeding in the United States Patent and Trademark Office. The right, title and interest is to be held and enjoyed by Kellwood as fully and exclusively as it would have been held and enjoyed by Koret had this assignment not been made.

By: Bradley Kennison

Date: 6/19/03

Name: Bradley Kennison
Title: Senior Vice President and
Chief Financial Officer